GENERAL FACT SHEET

06R-82

BILL NUMBER

BRIEF TITLE

APPROVAL DEADLINE

REASON

Pershing Advertising Agreement
With Double Eagle Beverage

ETAILS		POSITIONS/RECOMMENDATIONS
Pershing Municipal Auditorium presently owns and operates two exterior animated programmable electronic message systems and one interior animated programmable electronic message system at its auditorium facility located at 226 Centennial Mall South in Lincoln. The two exterior Message Systems are located at 16 th and "M"	Sponsor	Don Herz/Tom Lorenz
	Program Departments, or Groups Affected	Finance/Pershing Auditorium
	Applicants/ Proponents	Applicant:
		Don Herz/Tom Lorenz
Street, and 15 th and "N" Street on the grounds of the Auditorium. This is a		City Department:
mutual request from Pershing and Double Eagle Beverage for approval. This Agreement is extending the		Finance/Pershing Auditorium
contract for one year for the cost of \$15,000, and commencing on April 1, 2006, and terminating on March 31, 2007.		Other:
Discussion (Including Relationship to other Council Actions) Advertising revenue is an important part of the revenue stream for Pershing. This agreement is just extending the contract for one more year.	Opponents	Groups or Individuals:
		No known opposition
		Basis of Opposition:
	Staff Recommendations	☑ For ☐ Against Reason Against
	Board or Commission Recommendation	BY Graph For Graph Against Graph No Action Taken Graph For with revisions or conditions (See Details column for conditions)
	CITY COUNCIL ACTIONS (For Council Use Only)	□ Pass □ Pass (As Amended) □ Council Sub. □ Without Recommendation □ Hold □ Do not Pass

DE IAILS	POLICT/PROGRAM IMPACT	
	POLICY OR PROGRAM CHANGE	Ò NO □ YES
	OPERATIONAL IMPACT ASSESSMENT	None
	FINANCES	
	COST AND REVENUE PROJECTIONS	COST of total project: COST of this Ordinance/ Resolution
		RELATED annual operating Costs
		INCREASED REVENUE EXPECTED:
	SOURCE OF FUNDS	CITY [Approximately] \$% \$\$% NON CITY [Approximately] \$\$
	BENEFIT COST Front Foot Square Foot	Average Assessment

APPLICABLE DATES:

FACT SHEET PREPARED BY:

REVIEW BY: Don Herz

REFERENCE NUMBER